PONTUS

PONTUS
BRAND IDENTITY
HANDBOOK

Brand name usage guidelines

PONTUS LOGO

Preferred usage

PONTUS

Process Color: **C65% M61% Y65% K54%**
Spot Color: **PANTONE Black 7 C**

Signature on Dark Background

PONTUS

White

LOGO DISPLAY SIZE

Please strictly follow below smallest size limit for logo, do not display barely visible logo.

PONTUS

30mm width

MINIMUM CLEAR SPACE

To maintain the effect of the logo, the perfect space of 1 O on every side of the logo has to be kept.

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MISUSE OF THE LOGO

The following misuses of the logo are forbidden:

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No change of color

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No turning

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No new creation of the logo

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No special borders

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Do not process effects
(including but not limited to:
shadow/outer glow/inner glow)
on the logo

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Never squash the logo

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No transparency